

SEAT No. \_\_\_\_\_

No. of Printed Pages: 1

[15]



## SARDAR PATEL UNIVERSITY

### T.Y.B.C.O.M – EXAMINATION

#### SEMESTER – V

Monday, 11<sup>th</sup> July, 2022

9.00 AM TO 11.00 AM

### SERVICE MARKETING

U B 0 5 D C O M 5 5

Note: 1. Figure to the right indicated full marks.

2. All questions carry equal marks

**Total Marks: 70**

**Answer ANY FOUR Questions from the following Eight Questions**

- Q-1 Define Service Marketing. Discuss in detail the unique characteristics of Services.
- Q-2 Explain with an example the components of Service Marketing Mix?
- Q-3 Discuss the different pricing strategies used for Services.
- Q-4 Explain the Product Development Process for Service Marketing.
- Q-5 What do you mean by distribution channels & discuss the different types of distribution channels used for services?
- Q-6 Explain the concept of Communication along with horizontal communication strategy.
- Q-7 Describe the various determinants of Service Quality.
- Q-8 Why do services fail? What strategies are adapted to recover from Failures?

————— × —————